

SBA

2000 SMALL BUSINESS PROFILE:

Wisconsin

Office of Advocacy

Small businesses in Wisconsin are essential to the state's fiscal well-being. They provide business opportunities to their communities and to diverse groups, and they bring innovative products and services to the marketplace. Not only do they create a wide variety of jobs for the employment sector, but they also keep the economy churning. This year's *2001 Small Business Profile* assembled by the U.S. Small Business Administration's Office of Advocacy depicts the vital role of small businesses in the state's economy.

Number of Businesses. There were 121,400 employer businesses in 1999; roughly 98.0 percent were small businesses (fewer than 500 employees). The number of employer businesses increased by 0.9 percent, and the number of self-employed decreased by 6.4 percent in 1999. (Sources: U.S. Dept. of Labor, Employment and Training Administration; U.S. Dept. of Commerce, Bureau of the Census; U.S. Dept. of Labor, Bureau of Labor Statistics)

Women-Owned Businesses. Women owned 89,300 or 24.4 percent of businesses in 1997 and employed 146,450 people. (The data on women-owned firms are not comparable between 1997 and 1992, the previous year for which these data are available, since the 1997 data use a different receipt-size cutoff and include C corporations for the first time. Data on women-owned firms should not be aggregated across states as many firms are counted in more than one state. Firms were formerly classified as women-owned if women's share of ownership was 50 percent or more, but the 1997 data classify a firm as woman-owned if women's ownership share is 51 percent or more.) (Sources: U.S. Dept. of Labor, Bureau of Labor Statistics, U.S. Dept. of Commerce, Bureau of the Census)

Minority-Owned Businesses. Based on the latest available data from the Census Bureau, there were 3,000 Hispanic-owned firms; 4,800 Black-owned businesses; 3,800 Asian, Pacific Islander-owned firms; and 2,300 American Indian and Alaskan Native-owned businesses in 1997. (The data on minority-owned firms are not comparable between 1997 and 1992, the previous year for which these data are available, since the 1997 data use a different receipt-size cutoff and include C corporations for the first time. Data may not add to the total because an owner may be a

member of more than one minority group.) (Source: U.S. Dept. of Commerce, Bureau of the Census)

Business Turnover. There were 12,447 new employer firms in 1999, 10.2 percent less than the number created in 1998. In 1999, business bankruptcies totaled 819, a 28.0 percent decrease since 1998, while business terminations totaled 13,358, a decrease of 9.5 percent from 1998. (Sources: U.S. Dept. of Labor, Employment and Training Administration; Administrative Office of the U.S. Courts; U.S. Dept. of Commerce, Bureau of the Census)

Employment. Small businesses with fewer than 500 employees numbered 113,103 in 1998, and employed 1,259,801 of the state's 2,319,343 total non-farm private sector workers. Small business employment accounted for 54.3 percent of the state's total employment (Table 1). (Source: U.S. Dept. of Commerce, Bureau of the Census, Statistics of U.S. Businesses)

Small Business Income. A partial measure of small business income, non-farm proprietors' income totaled \$8.1 billion—an increase of 6.4 percent from 7.6 billion in 1998. (Source: U.S. Dept. of Commerce)

Finance. The SBA's Office of Advocacy banking studies ranked the 343 banks in the state that filed "call reports" with federal banking regulators on the basis of dollar value, number, and percentage of small commercial loans under \$1 million outstanding on June 30, 1999. (See Table 2 for the top-ranking small-business-friendly banks.) Small businesses seeking loans should also consider lenders that participate in the SBA's preferred or certified loan programs; for a list of these lenders, call the Small Business Answer Desk at (800) 827-5722. Small businesses looking for qualified investors can also turn to the Access to Capital Electronic Network (ACE-Net). Contact an ACE-Net operator at (907) 274-7232 or e-mail attac@arctic.net for more information.

For the Office of Advocacy's data, analyses, and research reports on small business visit www.sba.gov/advo/stats or call (202) 205-6530 for more information.

TABLE 1. Firm and Employment by Industry Firm Size (thousands), 1998

| Industry | Firms | | Employment | |
|--|-------|-------|------------|--------|
| | Total | <500 | Total | <500 |
| Total | 115.4 | 113.1 | 2319.3 | 1259.8 |
| Agriculture, forestry, fishing, and hunting | 0.6 | 0.6 | 2.8 | 2.4 |
| Mining | 0.1 | 0.1 | 2.2 | 1.6 |
| Utilities | 0.1 | 0.1 | 13.9 | 1.3 |
| Construction | 15.6 | 15.6 | 107.0 | 99.5 |
| Manufacturing | 9.1 | 8.5 | 566.2 | 238.1 |
| Wholesale trade | 6.9 | 6.5 | 114.4 | 80.0 |
| Retail trade | 15.2 | 14.8 | 309.2 | 165.2 |
| Transportation and warehousing | 4.8 | 4.7 | 74.0 | 44.3 |
| Information | 1.2 | 1.1 | 47.3 | 16.8 |
| Finance and insurance | 4.9 | 4.7 | 126.6 | 42.1 |
| Real estate; rental and leasing | 4.1 | 4.0 | 25.3 | 19.9 |
| Professional, scientific, and technical services | 9.9 | 9.7 | 82.9 | 62.9 |
| Management of companies and enterprises | 0.6 | 0.4 | 55.1 | 5.7 |
| Admin., support, waste mngt., and remed. Services | 5.4 | 5.2 | 116.8 | 60.8 |
| Educational services | 1.1 | 1.1 | 41.3 | 19.5 |
| Health care and social assistance | 9.0 | 8.9 | 291.8 | 130.9 |
| Arts, entertainment, and recreation | 2.2 | 2.2 | 29.2 | 27.0 |
| Accommodation and food services | 11.2 | 11.0 | 191.6 | 145.4 |
| Other services | 14.1 | 14.0 | 104.8 | 94.0 |
| Auxiliary, exc corp, subsidiary, and regional managing offices | 0.2 | 0.1 | 15.9 | 1.5 |
| Unclassified | 1.0 | 1.0 | 1.1 | 1.1 |

Source: U.S. Department of Commerce, Bureau of the Census.

Table 2. Small-Business-Friendly Banks, 1999

| <i>Bank Name</i> | <i>Location</i> |
|-------------------------------------|-----------------|
| F&M Bank Winnebago County | Omro |
| Stephenson National Bank and Trust | Marinette |
| Peoples National Bank | Hayward |
| F&M Bank Central | Stevens Point |
| F&M Bank Waushara County | Wautoma |
| First National Bank Fox Valley | Menasha |
| Fidelity National Bank | Medford |
| Citizens State Bank | Woodville |
| Middleton Community Bank | Middleton |
| Community State Bank | Union Grove |
| First National Bank of New Richmond | New Richmond |
| Bank of Mauston | Mauston |
| First Bank Oconomowoc | Oconomowoc |
| First National Bank of Baldwin | Baldwin |
| Fortress Bank Westby | Westby |
| First National Bank Manitowoc | Manitowoc |
| Farmers and Merchants Bank | Tomah |
| Community Bank Grafton | Grafton |
| Baylake Bank | Sturgeon Bay |
| Firstar Bank Wisconsin | Madison |
| M&I Marshall and Ilsley Bank | Milwaukee |

Source: U.S. Small Business Administration, Office of Advocacy, from data collected by the Federal Reserve Board.

The full list of small-business-friendly banks can be found on the Office of Advocacy's Website at www.sba.gov/advo/lending